

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-03 H-02 INR-07 L-02

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TAGS: PFOR, PINT, UR

SUBJECT: MAY DAY SLOGANS

1. MAY DAY SLOGANS PUBLISHED IN ALL PAPERS ON APRIL 13. NUMBERS OF SLOGANS CONTINUE GRADUAL INCREASE--60 IN MAY 1974, 63 IN NOVEMBER 1974, AND 65 IN MAY 1975. ONLY NEW SLOGAN IN INTERNATIONAL AFFAIRS IN TRIBUTE TO INTERNATIONAL WOMEN'S YEAR. CYPRUS SLOGAN IS EXPANDED, VIETNAM SLOGAN IS SHORTENED, AND LAST FALL'S SLOGAN ON PORTUGAL AND GREECE IS CHANGED SUBSTANTIALLY WITH PORTUGAL RECEIVING SEPARATE TREATMENT. SLOGAN ON CSCE SHIFTS EMPHASIS TO EQUAL AND MUTUALLY-PROFITABLE COOPERATION.

2. INTERNATIONAL AFFAIRS: THE ONLY ENTIRELY NEW SLOGAN
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(NO. 51) IS A BOW TO THE LADIES, PRESUMABLY INCLUDED TO

HIGHLIGHT INTERNATIONAL WOMAN'S YEAR. TWO SLOGANS FROM NOV 7 LIST, NO. 53 ON URUGUAY AND NO. 43--"PROLES UNITE", ARE DROPPED FROM MAY DAY LIST. SLOGAN ON VIETNAM (NO. 54) IS SHORTER THAN NOV 7. IT OMITTS CHARACTERIZATION OF VIETNAMESE PEOPLE AS HAVING ACHIEVED "AN HISTORIC VICTORY OVER THE FORCES OF IMPERIALIST AGGRESSION," AND SIMPLY HAS GREETINGS TO VIETNAMESE PEOPLE. SLOGAN ON CYPRUS (NO. 58) ADDS NEW PROLOGUE TO NOV 7 TERMINOLOGY. IT SENDS "WARM GREETINGS TO THE PEOPLE OF CYPRUS SELFLESSLY DEFENDING THEIR INDEPENDENCE FROM IMPERIALIST ENCROACHMENTS." REMAINDER OF SLOGAN IS IDENTICAL TO NOV 7. NOVEMBER SLOGAN TOUCHING PORTUGUESE AND GREEK DEVELOPMENTS AND CALLING FOR END TO ALL FASCIST REGIMES IN EUROPE IS ALTERED SUBSTANTIALLY. NEW SLOGAN (NO. 59) REFERS ONLY TO PORTUGUESE EVENTS AND PORTUGUESE STRUGGLE AGAINST "THE FORCES OF REACTION, FOR A FREE, INDEPENDENT AND DEMOCRATIC DEVELOPMENT OF THEIR COUNTRY."

3. CSCE-EUROPEAN SLOGAN (NO. 57) REMAINS BASICALLY UNCHANGED FROM NOV 7 BUT REFERS TO SUPPORT FOR "EQUAL, MUTUALLY PROFITABLE COOPERATION" IN EUROPE INSTEAD OF NOVEMBER'S "FRUITFUL" COOPERATION. THREE OTHER SLOGANS HAVE MINOR CHANGES. GREETINGS TO WORKERS IN CAPITALIST COUNTRIES (NO. 48) REFERS TO THE WORKING CLASS AS THE FIGHTER FOR THE RIGHTS OF "ALL" TOILERS WHERE NOV 7 SLOGAN REFERRED ONLY TO RIGHTS OF TOILERS. GREETINGS TO IMPRISONED FIGHTERS FOR FREEDOM AND SOCIALISM (NO. 53) CHANGES NOV 7 CALL FOR FREEDOM TO THE PRISONERS OF "CAPITAL" TO FREEDOM TO THE PRISONERS OF "REACTION." SLOGAN ON CHILE (NO. 55) DROPS NOV 7 REFERENCE TO "TERROR" OF THE "REACTIONARY-FASCIST REGIME." NEW SLOGAN TALKS ONLY ABOUT STRUGGLE AGAINST "THE REACTIONARY-FASCIST REGIME."

4. DOMESTIC AFFAIRS: THERE ARE FOUR NEW SLOGANS AMONG THE 43 DOMESTIC SLOGANS, BUT THREE ARE TOPICAL THEMES. SLOGAN 18 IS PUFFED UP CONSIDERABLY FROM THE PREVIOUS LACONIC FORMULATION ABOUT SOVIET WOMEN AND COUPLED WITH SLOGAN 51 IN THE INTERNATIONAL WOMEN'S YEAR. SLOGANS 20 AND 21 ARE TOPICAL TRIBUTES TO THE 30TH ANNIVERSARY OF VE DAY. SLOGAN 30 IS ADDRESSED TO THE TOILERS (NOT THE AGRICULTURAL WORKERS) WHO ARE CALLED UPON TO STRUGGLE FOR IMPLEMENTATION OF THE PARTY'S AGRARIAN POLICY.

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5. COMMENT: SHIFT IN VIETNAM SLOGAN APPARENTLY SERVES TWO RELATED PURPOSES. IT REMOVES THE PAST TENSE REFERENCE TO THE "VICTORY" EMBODIED BY THE PARIS AGREEMENT, PRESUMABLY IN ANTICIPATION OF A FAR MORE SIGNIFICANT "VICTORY" IN THE VISIBLE FUTURE. IT ALSO MAINTAINS A MEASURE OF RESTRAINT ON SOVIET ENDORSEMENT FOR THE EXPECTED "LIBERATION" VICTORY. REFERENCE TO "IMPERIALIST ENCROACHMENTS" AGAINST CYPRUS STRENGTHENS BUT DOES NOT CHANGE SUBSTANTIALLY NOVEMBER'S SLOGAN

AGAINST FOREIGN FORCES ON CYPRUS. CHANGED EMPHASIS IN SLOGAN 59 WHICH OMITTS REFERENCE TO GREECE SUGGESTS THAT SOVIETS MAY SEE A LESS PROMISING SITUATION IN ATHENS THAN THEY DID SIX MONTHS AGO BUT SEE THE LEFTWARD SHIFT IN PORTUGAL AS A DURABLE CHANGE. WE FIND OF INTEREST SWITHC IN SLOGAN 53 FROM REFERENCE TO PRISONERS OF CAPITAL TO PRISONERS OF REACTION BECAUSE IT MAY REFLECT SENSITIVITY TO CRITICISM OF USSR'S GROWING TRADE WITH CAPITALIST STATES.

6. CONNOISSEURS OF SLOGANS WILL MISS THE OLD STANDBY "PROLETARIANS OF THE WORLD, UNITE" BUT IS SHOULD REAPPEAR FOR NOVEMBER AS IT HAS DONE FOR THE LAST TWO YEARS. THE SIGNIFICANCE OF THE APPEAL TO TOILERS TO IMPLEMENT THE PARTY'S AGRARIAN POLICY IMPLIES RECOGNITION OF THE FACT THAT THE POLICY OF CONCENTRATION AND SPECIALIZATION IS LARGELY A MANAGERIAL PROBLEM TO BE SOLVED ON A HIGHER LEVEL THAN THE INDIVIDUAL FARM AND THAT THE CONTRIBUTION OF INDUSTRIAL WORKERS IS A MAJOR ELEMENT IN THE SPECILIZATION PROGRAM.
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